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Amendments To the Abstract:

Please replace the abstract of the disclosure with the following amended paragraph:

A system and method for providing management such as creation, manipulation, storage, control, and retrieval of digital content for a company on a global basis. Digital content is created and stored in, for example, the eXtensible Markup Language (XML) format using the relationship between component mapping information ~~objects on the physical page and the content information comprising webpage components comprising the objects~~. The XML data is developed by defining page components, mapping the components on a page and indexing the page for future retrieval of the page. The data is then stored in a single database, as segments related to the page, for call-up by a user.

Amendments To the Specification:

Please replace the paragraph 4 of page 14 of the disclosure with the following amended paragraph:

~~In conjunction with repurposing, the present invention also permits the use of the content from the database to support all foreign language usage so as to take advantage of the information architecture database content. As a result of this, the~~ The information architecture of the present invention provides for a separation of data from the presentation itself. Thus, the information architecture data content, not being tied to the presentation, may, for example, enable the database to support various foreign languages, formats and medias, be utilized in any language, in any format, and/or for any media.

Abstract:

A system and method for providing management such as creation, manipulation, storage, control, and retrieval of digital content for a company on a global basis. Digital content is created and stored in, for example, the eXtensible Markup Language (XML) format using the relationship between component mapping information and content information comprising webpage components. The XML data is developed by defining page components, mapping the components on a page and indexing the page for future retrieval of the page. The data is then stored in a single database, as segments related to the page, for call-up by a user.